

Digital Marketing Proposal

Let us bring your vision to life online

We create digital experiences that make a difference, one click at a time



Table of Content

01

Introduction

02

Advantages of
Social Media
Management

03

SMM
Strategy

04

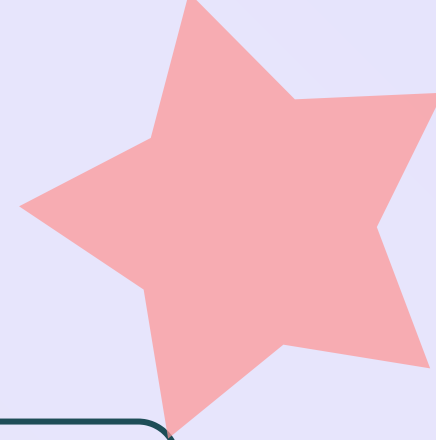
Social Media Crisis
Management

05

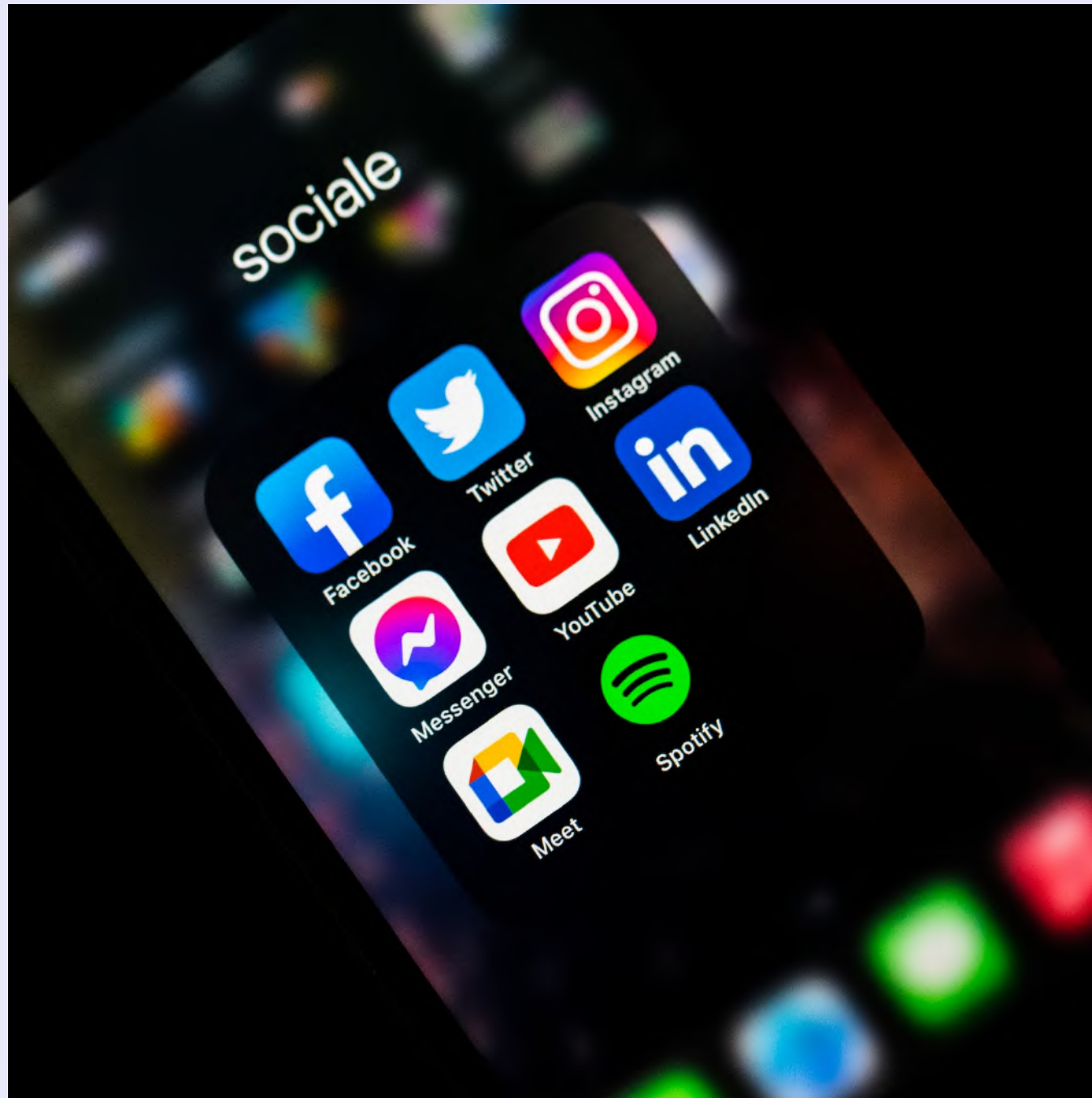
SEO Types or
Platforms

06

Status and
Repost



Introduction



Social media management is essential for individuals, businesses, and organizations looking to establish and maintain a strong online presence on platforms like Facebook, Instagram, Twitter, and LinkedIn.

It involves the creation, curation, and scheduling of content, engagement with followers, and data analysis to optimize social media strategies. This practice is crucial for building brand awareness, fostering customer relationships, and achieving marketing goals in the digital age.

At Element Coders, we understand the importance of social media management and how it can help you achieve your business goals. Our team of experienced social media professionals can help you create and implement a social media strategy that is tailored to your specific needs.

02

Advantages of Social Media Management





Brand Visibility

Effective social media management increases brand visibility and recognition among target audiences. By creating and sharing engaging content, businesses can position themselves as thought leaders in their industry and reach a wider audience.



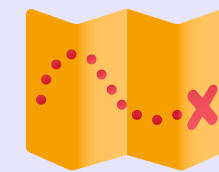
Audience Engagement

Regular posts and interactions keep audiences engaged, leading to higher user participation and loyalty. By responding to comments and questions promptly, businesses can build relationships with their followers and encourage them to share their content with others.



Marketing Opportunities

Effective social media management increases brand visibility and recognition among target audiences. By creating and sharing engaging content, businesses can position themselves as thought leaders in their industry and reach a wider audience.



Lead Generation

Regular posts and interactions keep audiences engaged, leading to higher user participation and loyalty. By responding to comments and questions promptly, businesses can build relationships with their followers and encourage them to share their content with others.



Content Distribution

Social media serves as a platform for content distribution, driving traffic to websites and blogs. By sharing links to their website and blog posts, businesses can increase visibility and attract new visitors.



Improvement

Interaction with customers on social media provides feedback for continuous improvement. By listening to customer feedback, businesses can identify areas where they can improve their products, services, and customer service.

03

SMM Strategy



A well-crafted SMM strategy, can capture Audience's attention and engage them in meaningful conversations.

Define Objectives: We begin by understanding your business goals, be it brand awareness, lead generation, or customer engagement.

Identify Target Audience: We pinpoint the exact audience segments that are most relevant to your brand.

Select Platforms: We choose the most suitable social media platforms for your unique audience.

Content Planning: Crafting captivating, brand-aligned content that resonates with your audience.

Engagement Strategies: Techniques to encourage audience interaction and strengthen connections.

Monitoring & Optimization: Continuous tracking and fine-tuning to ensure your strategy remains effective.



04 Social Media Crisis Management



- **Monitor brand** mentions and social media platforms for early detection of crises.
- **Assess the scope** and severity of the crisis to determine an appropriate response.
- **Respond promptly** and transparently, acknowledging the crisis and providing factual information.
- **Apologize** and show empathy for those affected by the crisis. Take responsibility for any mistakes or issues, and avoid blaming others.
- **Have a pre-established crisis response** plan in place, with designated roles and responsibilities.
- **Tailor responses** to the nature of the crisis, and address individual concerns when possible.
- **Move conversations** to private channels when necessary, to avoid public back-and-forth.
- **Consult legal experts** if required, and ensure all communication aligns with legal and compliance standards.
- **Conduct a post-mortem** analysis after the crisis is resolved, to identify areas for improvement.
- **Rebuild** trust through consistent communication and demonstrating that you have learned from the crisis.
- **Take proactive measures** to prevent similar crises from occurring in the future.
- **Monitor your online presence** continuously, and use reputation management techniques to push positive content up in search results.
- **Train your team** for crisis management, and regularly conduct crisis simulation exercises to ensure preparedness.



05

SEO Platforms





- Ideal for targeting both consumers and businesses.
- Offers a broad audience, including a wide range of age groups.
- Effective for building engagement and fostering a sense of community.
- Provides paid advertising options for reaching specific audiences.

- A platform focused on visual content.
- Well-suited for lifestyle brands, e-commerce businesses, and those with visually appealing products or services. Instagram Stories and IGTV for dynamic content.



- A platform for real-time updates and interactions.
- Suitable for sharing quick news, providing customer service, and building brand personality.
- Use relevant hashtags to increase reach.





- A professional networking platform.
- Excellent for businesses targeting other businesses, as well as for networking and establishing thought leadership.
- Sharing industry insights and articles can boost credibility.

- A video-centric platform.
- Ideal for sharing tutorials, product demonstrations, and vlogs.
- Engage with subscribers and create a community.



- A platform for short-form video content.
- Attracts a younger audience.
- Effective for viral marketing and staying on top of trends.



For Selected Countries

Social Media Packages

20K

BASIC

- **Scheduling and Automation**
(Instagram & Facebook) 20 post
- **Advertising**
through Instagram Boosting
- **Video Editing**
(Reel only & Facebook video) 1-2 Times Corrections
- **Basics Graphics Designing**
(Post, Carousel,)
- **Content Creation**
(Topics, Ideas, Rough script)
- **Research**
- **Reputation Management**
only custom messages
- **Videography**
- **Weekly Reporting**

30K

STANDARD

- **Scheduling and Automation**
(Instagram & Facebook & Youtube) 25 post
- **Advertising**
through Meta and Google Ads
- **Video Editing**
(Reel only & Facebook, video, Ads) 4 Times Corrections
- **Standard Graphics Designing**
(Post, Carousel, Logo,)
- **Content Creation**
(Topics, Ideas, flexible script)
- **Research**
- **Reputation Management**
only customised messages
- **Cinematography**
- **Weekly Reporting**

37K

PREMIUM

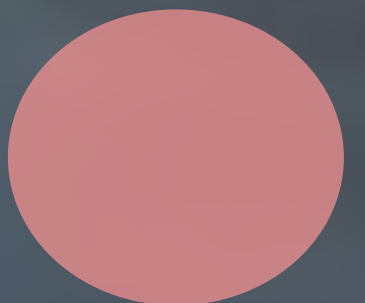
- **Scheduling and Automation**
(All) 30 post
- **Advertising**
Fully customize through Professional
- **Video Editing**
(Reel only & Facebook, Yt video, Ads Design, Vlog) 8 Times Corrections
- **Premium Graphics Designing**
(Post, Carousel, Logo,)
- **Content Creation**
Topics, Ideas, flexible & customisable script
- **Research**
- **Reputation Management**
Everything will be take care by us
- **Cinematography**
Everything from shooting to editing will be Professional
- **Weekly Reporting**

06

Status and Repost



- **Transparency:** Monthly reports demonstrate transparency to your clients, allowing them to see the progress and activities on their social media accounts.
- **Performance Tracking:** Key performance indicators (KPIs) such as engagement, reach, and conversion can be tracked over time to showcase improvements.
- **Accountability:** Monthly reports hold your agency accountable for the promised results, helping to ensure that you meet your clients' expectations.
- **Insights and Analysis:** Data-driven analysis can be used to provide insights into the performance, identify what worked well, and determine what needs improvement.
- **Growth Showcase:** The growth in the number of followers, likes, shares, and comments can be highlighted to demonstrate progress.
- **Client Satisfaction:** Monthly reports can be used to satisfy your clients by showing that their investment is yielding results. This can foster trust and lead to long-term partnerships.
- **Strategy Refinement:** Monthly reports can be used to refine your SMM strategies by adjusting your approach based on what the data reveals.
- **Value for Money:** Demonstrating growth and positive outcomes can justify the client's investment in your agency. Clients want to see the value for their money.
- **Goal Achievement:** Monthly reports can be used to show how your agency is helping clients achieve their social media goals, whether it's brand awareness, lead generation, or sales.
- **Future Planning:** Monthly reports can be used to plan for the next month's activities by using data to set targets and establish a clear direction.



Thank You.

5th Floor, Bhamashah Techno Hub,
Jhalana, Jaipur, Rajasthan
9887710153